

DAFTAR PUSTAKA

- Ashari, Purbayu Budi Santoso, 2005, *Analisis Statistic dengan Microsoft Excel dan SPSS*, Yogyakarta.
- Agus, Tri Basuki., Nano P., 2016, *Analisis Regresi dalam Penelitian Ekonomi dan Bisnis*, Jakarta, PT Raja Grafindo Persada.
- Dewi, Priyatno, 2008, *Mandiri Belajar SPSS - Bagi Mahasiswa dan Umum*, Yogyakarta, Mediakom.
- Sugiyono, 2012, *Statistika untuk Penelitian*, Bandung, Alfabeta Press.
- Sugiyono, 1999, *Metode Penelitian Bisnis*, Bandung, Alfabeta Press.
- Kuswati, R. and . Irmawati. 2018. "Consumer Innovativeness: Literature Review and Measurement Scales." *KnE Social Sciences* 3(10):663
- Grandon, Elizabeth E. n.d. "Factors Influencing Student Intention To Adopt Online Classes : A Cross-Cultural Study *." 46–56.
- Eun, Ji, Park Jun, Yu Joyce, Xin Zhou, and Ji Eun Park. 2012. "Consumer Innovativeness and Shopping Styles."
- Goldsmith, Ronald E. and Charles F. Hofacker. 1991. "Measuring Consumer Innovativeness." 19(3):209–21.
- Roehrich, Gilles. 2004. "Consumer Innovativeness Concepts and Measurements." 57:671–77.
- Ho, Cheng-hsun and Wenchieh Wu. 2011. "Role Of Innovativeness Of Consumer In Relationship Between Perceived Attributes Of." 9(3):258–66.
- Vandecasteele, Bert and Maggie Geuens. 2010. "Intern . J . of Research in Marketing Motivated Consumer Innovativeness : Concept , Measurement , and Validation." *International Journal of Research in Marketing* 27(4):308–18.
- Citrin, Alka Varma, David E. Sprott, and Steven N. Silverman. 2006. "Adoption of Internet Shopping : The Role of Consumer Innovativeness Adoption of Internet Shopping : The Role of Consumer Innovativeness."
- Rahayu, Agus and Lili Adi. 2013. "Analisis Nilai Pengalaman Berbelanja Online Melalui Experiential Marketing." 04(01):1–15.
- Nirmala, Ratih Puspa and Ike Janita Dewi. 2011. "The Effects of Shopping Orientations , Consumer Innovativeness , Purchase Experience , and Gender on Intention to Shop for Fashion Products Online *." 13(1):65–83.
- Sumarwan, Ujang, Penerbit Pt, and Ghalia Indonesia. 2011. "Perilaku Konsumen : Teori Dan Penerapannya Dalam Pemasaran." 1–2.
- Lai, Albert Wenben. 2013. "Article Information :"

- Wang, Qing. 2008. "Factors Influencing Consumers' Evaluation And Adoption Intention Of Really-New Products Or Services: Prior Knowledge, Innovativeness And Timing Of Product Evaluation Adoption Intention Of Really New." 35:416–22.
- Rogers, Everett M., Arvind Singhal, And Margaret M. Quinlan. 2019. *Diffusion Of Innovations*. New York. I-Xix.
- Schiffman, Kanuk. 2007. *Consumer Behaviour*. Jakarta: Pt Indeks Company.
- Foxall, G. R., Goldsmith, R. E., & Brown, S. 1998. *Consumer Psychology For Marketing*. London: International Thomson Business Press.
- Ajzen, I. (1991). The Theory Of Planned Behavior: Organizational Behavior And Human Decision Processes, 50, 179-211. <http://www-unix.oit.umass.edu/~Aizen>.
- Ajzen, I. And Fishbein, M (1980), *Understanding Attitudes And Predicting Social Behavior*, Prentice-Hall, Englewood Cliffs, Nj. <http://www-unix.oit.umass.edu/~Aizen>.
- Kotler, Phillip. 2005. *Manajemen Pemasaran*. Jilid 1. Jakarta: Pt Indeks Kelompok Gramedia.
- Taylor, S., And Todd, P. 1995. Understanding Information Technology Usage: A Test Of Competing Models. *Information Systems Research*. Vol 6. Pp 144–176.
- Wahyudi, Handri Dian. 2011. Analisis Sikap Dan Niat Menggunakan Mini Laptop: Studi Pengembangan Model Penerimaan Teknologi. *Jurnal Ekonomi Bisnis*, Th. 16, No.1.